



2016 MOBILE SHOPPING PROMOTION

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2016 MOBILE SHOPPING PROMOTION PROGRAM REQUIREMENTS

I. BACKGROUND AND PROGRAM DESCRIPTION

Program Background: As mobile technology continues to evolve, mail has the potential to offer greater value. To demonstrate that direct mail continues to be a relevant part of the marketing mix, the Postal Service is encouraging customers to adopt and invest in technologies that enhance how consumers interact and engage with mail. The 2016 Mobile Shopping promotion encourages mailers to integrate mobile technology with direct mail to create a convenient method for consumers to do their shopping. This year we are incorporating linkage to a social media “Buy Button”.

Program Description: This promotion provides business mailers with an upfront two percent postage discount on Standard Mail® letters and flats. The mailpiece must include a mobile barcode or print/mobile technology that can be read or scanned by a mobile device and leads the recipient to a mobile-optimized shopping website or the ability to complete a financial transaction. The recipient must be able to purchase an advertised product from the website. The mailpiece must contain text near the barcode or image that provides guidance to the consumer to scan the barcode or image and conveys information about the landing page or links them to a social media “Buy Button”.

II. PROGRAM PARAMETERS

PROGRAM PERIOD PARAMETERS

Registration Period: May 15 through December 31, 2016

Program Period: July 1 – December 31, 2016

Discount Amount: 2% of eligible postage. The discount is calculated in *PostalOne!*® and applied to the postage statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices.

Eligible Mail: Standard Mail letters and flats
Nonprofit Standard Mail letters and flats

Ineligible Mail: All First-Class Mail
Periodicals (includes Pending Periodicals mail)
Bound Printed Matter
Media Mail

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III. ELIGIBILITY REQUIREMENTS

Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review current year Program Requirements document to ensure that the mailpiece meets all requirements.

A. Mailpiece Content Requirements

Each mailpiece is reviewed individually. Therefore, approval on any one piece does not guarantee approval on future pieces. The Program Office requests that all mailpieces be sent for review, and each individual mailpiece must meet the program requirements. All mailpiece(s) sample(s) (PDFs) can be sent via email to mailingpromotions@usps.gov. The promotions office responds to all inquiries **within 2 to 3 business days upon receipt**.

If you have any questions about the requirements, please contact the Program Office via email at: mailingpromotions@usps.gov

The mailpiece must meet all five requirements below.

1. **Mobile Barcode Requirement:** All qualifying mail must contain a mobile barcode or other equivalent print/mobile technology that when scanned by a mobile device leads to a complete mobile optimized website.

Qualifying print/mobile technologies include open-sourced barcodes (such as a QR Code or Datamatrix code), a proprietary barcode or tag (such as SnapTags or MS Tags), an image embedded with a digital watermark, and intelligent print image recognition (including an augmented reality experience). Also included is the ability to use multi-color or branded barcodes. Mobile barcodes need to be a minimum of ½ inch by ½ inch and the placement needs to be with the marketing message. Please review section D. Restrictions on Barcode Placement to insure requirements are met.

APPS: If you are leveraging your own app to provide the barcode scanning the following rules apply:

- Provide PDF of actual mailpiece sample
- If the new content is not active, provide the current issue version for review
- Once the mailing is entered into the mailstream you would need to provide a PDF of the mailpiece sample

Examples of acceptable mobile barcodes:



Example of digital watermark technology:



Examples of acceptable color branded barcodes:

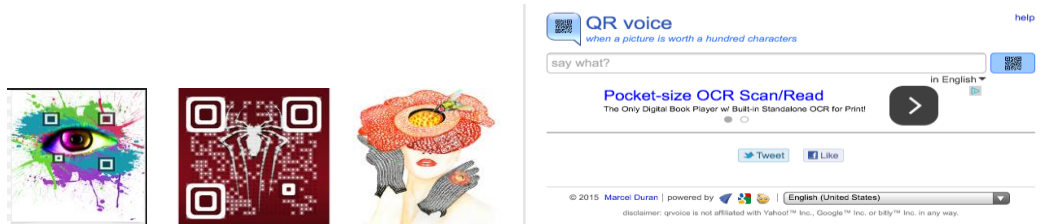
Color Banded Mobile barcode can be used and must be functional and incorporate **one** of the following:

- a. 2 or more colors
- b. a trademark or graphic that includes a color or multiple colors



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QR Code Evolution: Capabilities have continued to evolve and provide marketers ways to apply new design and leverage additional analytical about the effectiveness of their campaign. Examples of new QR types include: Dotless, visual, voice etc.



Social Media Buy Now: Participants may also use any mobile barcode format to link the recipient to a social media platform with the “Buy Now” button capability for a specific product(s) to make a purchase. For example, a mailpiece with a mobile barcode linking to:

- a. specific item on Pinterest with a “Buy Now” button or
- b. a board on Pinterest that includes item(s) with “Buy Now” button

The social media platform can include Pinterest, Instagram, YouTube, Facebook, Twitter, Tumblr, etc. If you are interested in using a social media platform other than these or you are uncertain if the design or technology meets the qualifications of the promotion and would like to have it reviewed, please contact the program office at mailingpromotions@usps.gov.

2. **Directional Copy Requirement:** The mailpiece must contain text near the barcode or image providing guidance to the consumer to scan the barcode or image and information about the landing page. The text must be **prominently** displayed and immediately adjacent to the barcode to ensure a customer sees it. The directional text and the visual cues from the landing page should clearly inform the recipient that the intent of the barcode is to facilitate a purchase. Examples include:
 - a. “Scan here to shop our mobile website”
 - b. “Scan here to shop”
 - c. “Scan here to purchase”
 - d. “Social Buy Now” (must also include directional copy adjacent to the mobile barcode).

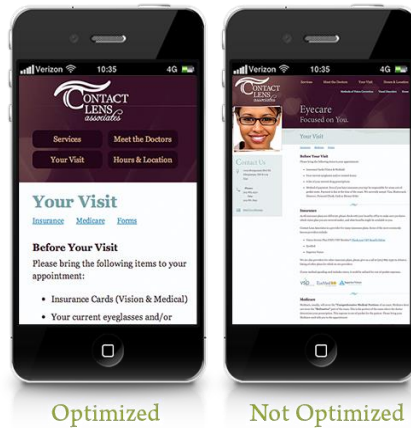
If the directional copy does not meet the requirement listed above for legibility and proper placement, the mailpiece will not qualify.

3. **Website Requirements – Relevance:** The destination web pages(s) must contain information relevant to the content of the mailpiece and some or all of the product(s) advertised on the mailpiece must be available for purchase on a mobile device.
4. **Website Requirements – Mobile Optimization:** The destination web pages must reside on a website platform that contains or is deeply integrated with a checkout functionality that allows the customer to complete the purchase of the product referenced in the mailpiece through a complete mobile optimized experience. For Social Buy Now, the mobile barcode must link to the appropriate social media platform with integrated “Buy Now” buttons.

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Participants must use these or similar techniques to qualify for the promotion.

- Screen Size and resolution is adjusted so that users do not have to scroll horizontally
- Page sizes are compressed to enable faster downloading
- Outbound links take users only to mobile optimized pages
- Contrast and color scheme is adjusted for viewing on smaller screens and outdoor viewing
- Device detection directs mobile users to appropriately formatted content
- Use menu options as opposed to free-text entry whenever possible



Links to a traditional desktop site do not meet the requirements for this promotion.

There must be a guest check out option available if the consumer does not have an account. However, for companies that require accounts for customized or personalized product purchases a guest checkout is not required. Companies expressing the need to do this must demonstrate how the purchase is a customized or personalized product.

The user selection shall not include an auto email enrollment.

5. **Website Requirements – Purchase of Product:** The mobile barcode must lead the recipient to a mobile optimized website where an advertised product can be conveniently purchased through a mobile optimized shopping experience on a mobile device.

Purchase Requirements: For purposes of this promotion, the recipient must be able to complete the purchase in one of the following ways:

- an electronic payment method (such as a credit, debit or prepaid card) made through the internet on the mobile device
- a person-to-person payment method (ex. PayPal) made through the internet on the mobile device
- Social Buy Now electronic payment or person to person made thru social media app using the “Buy Now” button

Product Requirements: For the purposes of this promotion, a product is ***defined*** as a tangible and physical item that needs to be distributed or manufactured and can be shipped via a mailing or shipping product offered by the Postal Service (delivery by the Postal Service is not required). Products that can only be fulfilled via private carrier example: local pizza delivery would not meet the requirements. Social Buy Now is strictly limited to tangible products.

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Sale of Services and Charitable Donations: In some instances the sale of services and charitable donations may qualify for the promotion discount provided a financial transaction can occur at some point during the scanning of the mailpiece. Either one of these options must be done to qualify for the promotional discount. Also these mailings will qualify if all other promotion requirements are met and:

- an item such as a hard copy certificate, thank you note or voucher is mailed to the recipient upon purchase via the US Postal service (does not include invoices, billing statements or receipts), or
- the mailpieces contain a Business Reply Mail (BRM) or Courtesy Reply Mail (CRM) enclosure.

Examples of Ineligible Mobile Barcode Uses (include but are not limited to)

- Pay a bill (Bill me Later, etc)
- Make payment online for prior purchases or recurring services
- Sign up for email list, text messages or mailing list
- Sign up for online billing or paperless statement services
- Download a deal or coupon (and no hard copy certificate or voucher is mailed)
- Enter a contest or sweepstakes
- Sign up for a newsletter (electronic or hard copy)
- Sign up for a subscription
- Proxy stock vote
- Take a survey
- Confirm a reservation (like a doctor or haircut appointment)
- Any link to a non-mobile optimized website
- Download and/or receive text information such as directions/contact information
- Link to sign-in page for online account
- Link to webpage with information
- "Like" or "share" on social network site
- View a video
- Link to phone number or make a phone call
- Product for in-store pick-up
- Credit Card
- Credit Card Application
- Insurance Quotes

"Multi-mailpiece/marriage mailers: The main purpose of the mailpiece and/or marketing message must be enhanced by the technology used. The technology and directional copy must be prominently located to ensure the recipient knows where and how to engage with the technology. The technology used must meet all program requirements. The Program Office will render all decisions regarding the approval/disapproval of these type mailings."

If you have any questions about the requirements, please contact the Program Office via email at: mailingpromotions@usps.gov

B. Registration Requirements

Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service (gateway.usps.com). Promotion participants must complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and

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specify which permits and CRIDs will be participating in the promotion. It is recommended that mailers register several days in advance of the first qualifying mailing.

***As part of the terms of participation, all participants **must** complete a survey about their participation in the promotion at the end of the promotion period.

A user guide for enrollment is available on our RIBBS pages at:

https://ribbs.usps.gov/maillingpromotions/documents/tech_guides/IncentiveProgramsEnrollmentGuide.pdf.

Auto Enrollment (for Mail Service Providers): Electronic documentation (eDoc) enrollment using Mail.dat or Mail.XML enables MSPs to enroll their clients in real-time when eDocs claiming the promotion are submitted. During postage statement finalization, *PostalOne!* will validate that the MSP CRID in the eDoc is enrolled as an MSP. The *PostalOne!* system will enroll the client(s) in the promotion based on the "Mail Owner" field data in the eDoc, and will only then calculate the discount if there are no system Warnings. *PostalOne!* will perform validations and generate warnings for MSPs that are not registered and for invalid CRIDS or Mailer IDs. In the case of Warnings, *PostalOne!* will process the eDoc and allow the mailing without failing the file. However, *PostalOne!* will not apply the promotion discount to the mailing.

For issues and concerns regarding enrollment or technical issues please contact PostalOne! at 800-522-9085 or postalone@usps.gov.

C. Mailing Submission Requirements

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE.

Documentation/Postage Statement

Mailings must be submitted electronically via Mail.dat® and Mail.XML™ or Postal Wizard.

Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID) or Permit number.

To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, the Component Characteristics Record (CCR) file should be populated with the **two digit characteristic MI** for the 2016 Mobile Shopping promotion.

Participating mailers will be required to affirmatively claim this promotion in the Incentive Claimed section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

Combined and Commingled Mailings

In a commingled, combined or co-mailing, separate postage statements must be used for mailpieces not meeting promotion requirements.

Standard Mail commingled, combined, and co-mail mailings (including MLOCR mailings) may only qualify for the Promotion if:

- All of the pieces commingled in the mailing meet program requirements, or;
- The mailings include multiple clients (or versions) but have separate postage statements generated for the mailpieces that contain mobile barcodes.

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NOTE: Mail must be tendered for acceptance during the promotion period, July 1 – December 31, 2016. All promotion eligible mailings must be accepted and entered in PostalOne! no earlier than 12:00:00 AM on 07/01/2016 and no later than 11:59:59 PM on 12/31/2016 (the last day of the promotion).

If PostalOne! issues arise during the promotion period which prevent the timely finalization of Postage Statements in PostalOne! please follow the instructions illustrated in the PostalOne! External Contingency Plan:

https://ribbs.usps.gov/intelligentmail_latestnews/documents/tech_guides/PostalOneExternalContingencyPlan.pdf

Mailing Date

Mail must be tendered for acceptance during the promotion period, July 1 – December 31, 2016. Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities through January 15, 2017, when presented with appropriate verification and payment documentation (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to July 1, 2016. Any qualifying mailing that is accepted and paid for prior to July 1, 2016 is not eligible for the promotion discount.

Postage Payment Method

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. OMAS and “Official Government Mail” mailings are not eligible for the promotion. Every Door Direct Mail (EDDM) deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.

Meter Mail/Precanceled Payment Option

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts listed in the table below. Mailers must select the appropriate Postage Affixed Method option as follows:

- If mailer is eligible for an VAR/CVAR, then for Meter Mail: all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: Only “Neither” is an option
- Precanceled: Only “Neither” is an option.

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

| Processing Category | Incentive Postage Amount Affixed |
|---|---|
| Standard Mail Regular Auto/PRSRT/CR Letters | 0.12 |
| Standard Mail Regular Auto/PRSRT/CR Flats | 0.13 |
| | |
| Standard Mail Nonprofit Auto/PRSRT/CR Letters | 0.05 |
| Standard Mail Nonprofit Auto/PRSRT/CR Flats | 0.06 |

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All existing requirements around mail preparation and acceptance as they are described in the Domestic Mail Manual (DMM) remain in place. Please refer to http://pe.usps.gov/text/dmm300/dmm300_landing.htm for more information.

D. RESTRICTIONS ON BARCODE PLACEMENT

The mobile barcode or other print/mobile technology can be placed on the inside or outside of the mailpiece. The barcode cannot be placed on a detached address label (DAL) or card that is not attached to or enclosed within the mailpiece (e.g., unattached blow-in card). The mobile-print technology cannot be placed in the indicia zone or the barcode clear zone on the outside of the mailpiece. Additional guidance is provided below:

Barcode Clear Zone

Barcode Clear Zone for Letters: The barcode clear zone for letters is defined in the Domestic Mail Manual (DMM®) section below. DMM design requirements (DMM Sections 202.5.1) must be met:

DMM® 202.5.1 Barcode Clear Zone: Each letter-size piece in an automation price or an Enhanced Carrier Route price mailing must have a barcode clear zone unless the piece bears an Intelligent Mail barcode with a delivery point routing code (see 708.4.3) in the address block. The barcode clear zone and all printing and material in the clear zone must meet the reflectance standards in 708.4.4. The barcode clear zone is a rectangular area in the lower right corner of the address side of cards and letter-size pieces defined by these boundaries:

- Left: 4 3/4" inches from the right edge of the piece
- Right: right edge of the piece
- Top: 5/8 inch from the bottom edge of the piece
- Bottom: bottom edge of the piece

A pictorial description of the barcode clear zone on letters can be found in Quick Service Guide 602 at the link: <http://pe.usps.com/text/qsg300/Q602.htm#1009536>

Barcode Clear Zone for Flats: For flats, the mobile barcode should not be placed within 1/8" of the actual routing Intelligent Mail barcode.

Indicia Zone

The "Indicia Zone" is two inches from the top edge by four inches from the right edge of the mailpiece; in addition, the mobile barcode should not be placed within two inches of the actual postage indicia when the indicia is not placed in the described "indicia zone."

Indicia Zone for Flats: For optimal processing, avoid placing the barcode, images, or tags in the destination address block and indicia.

Indicia Zone for Letters: The "Indicia Area" on letter mail is the top-right corner. The Postal Service's Barcode Sorters look for these Information-Based Indicia (IBI) codes in the zone 2" from the top edge x 4" from the right edge of the mailpiece. Barcodes, images, or tags cannot be used in this area.

E. REQUIREMENTS AT MAIL ACCEPTANCE AND POST- MAILING

At Mail Acceptance: The mailer must provide a hard copy, unaddressed sample of the mailpiece showing the placement of the mobile barcode, image, or tag and directional copy to the acceptance clerk. If a mailing agent submits promotional mailings from multiple mailers, a hard

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copy sample of each mailer's mailpiece must be presented. All mailings are subject to standard acceptance and verification procedures and may be inspected for use of the mobile barcodes, images or tags, etc. and directional copy.

- If pieces are variably printed, one sample that is comparable to the mailing may be presented.
- If the mailer is unable to print an unaddressed mailpiece the mailer should remove a piece from the mailing, remove the address (e.g. place a blank address label over the address) and submit it at mail acceptance. As an alternative, an addressed piece may be accepted if the mailer marks through the address and marks "USPS Promotion Piece Sample" on the piece.

Post Mailing Requirements: The Program Office will conduct a sampling of mailpieces collected at Business Mail Entry Units to verify that submissions meet program requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all program requirements, to un-enroll the mailer from the program or restrict participation in future promotions.

Additionally, all mailers who receive the discount must retain an electronic or hard copy sample of the mailpiece until March 31, 2017, and if requested by the Postal Service, must forward such sample to the Promotion Program Office.

- If a mailing contains mobile barcode image, tag, and directional copy mail from multiple mailers, a sample of each mailer's mailpiece must be retained.

IV. TECHNICAL INFORMATION

Reminder: To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, the Component Characteristics Record (CCR) file should be populated with the **two digit characteristic MI** for the 2016 Mobile Shopping promotion.

For further technical information, please refer to Technical Specifications on RIBBS at: <https://ribbs.usps.gov/index.cfm?page=intellmailguides>

V. PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office.

Email: Mailingpromotions@usps.gov

Facsimile: 202-268-0238

Mail: US Postal Service
Attn: Mobile Shopping Promotion
PO Box 23282
Washington, DC 20026-3282

The Program Office responds to all inquiries within 2-3 business days upon receipt of samples in the promotion inbox mailingpromotions@usps.gov or the PO Box.

FedEx and UPS do not deliver to PO Box addresses. To ensure delivery to the Program Office, please use Postal products or services. All PO Box mailings must include information about the sample, contact information and an email address for responses.

Information and resources will also be posted online at: <https://ribbs.usps.gov/mailingspromotions>